

House File 832 - Introduced

HOUSE FILE 832
BY COMMITTEE ON JUDICIARY

(SUCCESSOR TO HF 702)

A BILL FOR

1 An Act establishing advertisement limitations for attorneys and
2 counselors.

3 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

1 Section 1. NEW SECTION. 602.10112 Attorney and counselor
2 advertisements — prohibitions.

3 An attorney and counselor shall not advertise, through
4 written, recorded, or electronic communication, including
5 public and social media, specific dollar amounts of
6 settlements, amount of damages awarded in an adjudicated
7 case, or any earnings gained for a client. An attorney and
8 counselor who violates this section is in violation of the
9 rules of professional conduct and subject to discipline by the
10 attorney disciplinary board. The attorney disciplinary board
11 may bring suit to enforce this section, including by obtaining
12 an injunction or temporary restraining order for the removal of
13 an advertisement that violates this section.

14 Sec. 2. AMENDMENT OF THE RULES OF PROFESSIONAL CONDUCT. The
15 supreme court shall amend rule of professional conduct 32:
16 7.2, relating to communications concerning a lawyer's services,
17 to be consistent with the provisions of this Act.

18 EXPLANATION

19 The inclusion of this explanation does not constitute agreement with
20 the explanation's substance by the members of the general assembly.

21 This bill provides advertisement guidelines for attorneys
22 and counselors.

23 The bill prohibits an attorney and counselor from
24 advertising any dollar amounts the attorney and counselor has
25 won for a client, including a settlement amount or amount of
26 damages awarded in an adjudicated case.

27 The bill provides that a violation of the bill results
28 in the attorney and counselor being in violation of chapter
29 32 of the court rules (the rules of professional conduct)
30 and the attorney and counselor is subject to discipline by
31 the attorney disciplinary board. The bill provides that the
32 attorney disciplinary board may bring suit to enforce the new
33 Code section, including for the removal of advertisements that
34 violate the bill.

35 The bill directs the supreme court to amend rule of

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1 professional conduct 32: 7.2 to be consistent with the bill.